# Iceland accelerates net-zero drive with 10MW rooftop solar rollout



Iceland Foods Limited is accelerating its commitment to sustainability through a new partnership with renewable technology provider Shawton Energy to install rooftop solar systems across multiple sites within its retail estate. The combined capacity of these installations will reach up to 10MWp, generating enough clean energy to power roughly 3,000 UK homes and cutting 2,500 tonnes of carbon dioxide emissions annually. This ambitious rollout forms part of Iceland’s broader strategy to reduce its environmental impact and advance towards its target of net zero carbon by 2040.

Iceland, a staple in the UK grocery sector for over 50 years and now a fast-growing retailer with nearly 1,000 stores nationwide, has been expanding its footprint with larger-format stores branded as The Food Warehouse, of which there are currently 200. The initial solar installations have begun at the Penny Lane store in Liverpool and the Queensferry Food Warehouse, delivering 88kW and 115kW systems respectively. Together, these are expected to save the company over 40,000kg of CO2 annually. Additional stores slated for solar panel installation include locations in Coventry, Shrewsbury, Doncaster, Leicester, Waterlooville, Ellesmere Port, and Dover, among others.

This partnership leverages Shawton Energy’s expertise in designing, developing, funding, and managing rooftop solar photovoltaic (PV) systems through a long-term Power Purchase Agreement (PPA) model. This arrangement allows Iceland to access clean, on-site energy generation without any upfront capital investment. Jamie Shaw, CEO of Shawton Energy, highlighted the company's success in handling complex, multi-site solar rollouts within the UK retail sector, underscoring the strategic alignment with Iceland’s forward-thinking approach.

For Iceland, sustainability is a core business priority. Graham Ireland, Head of Energy & Mechanical Services at Iceland, stressed that the rooftop solar project constitutes a significant step toward reducing the company’s carbon footprint. He remarked that generating renewable energy on-site is a vital component of Iceland’s broader environmental strategy, which includes being the world’s first retailer to commit to net zero carbon by 2040—a full decade ahead of the Paris Agreement’s 2050 target. This pledge, made in 2021 when Iceland joined the Climate Pledge, involves rigorous greenhouse gas emissions measurement, the implementation of decarbonisation strategies, and the use of socially beneficial offsets to neutralise any remaining emissions.

Iceland’s ambitious renewable energy plan aligns with a broader movement within the UK retail food sector, as evidenced by Shawton Energy’s recent appointment to a similar framework agreement to support the Co-op in rolling out rooftop solar PV systems across its estate. With over 2,500 food stores, the Co-op is also targeting net-zero operations and utilises a PPA model to benefit from clean energy without upfront costs, illustrating growing momentum and collaboration in the retail sector to embrace sustainability initiatives.

This coordinated advance towards renewable energy follows a broader trend of companies adopting innovative approaches to reduce their carbon impact. For example, Shawton Energy has supported other businesses such as Duo UK, a plastic packaging manufacturer, in installing large-scale rooftop solar systems that significantly cut carbon emissions, demonstrating how commercial enterprises across different sectors are striving for cleaner, greener operations.

While Iceland leads in the grocery sector with its net-zero commitment and substantial solar rollout, other companies and brands are also gaining recognition for their sustainability efforts. For instance, Saltverk, an Icelandic sea-salt producer, has been officially certified as climate neutral, offsetting its emissions via carbon-offset purchases, highlighting the diverse ways businesses are addressing climate responsibility globally.

Overall, Iceland’s partnership with Shawton Energy reflects a broader, hopeful narrative where major UK retailers are increasingly harnessing renewable energy technologies. This approach not only supports their corporate social responsibility goals but also offers resilience against energy market volatility, positioning them favorably in an environmentally conscious marketplace.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[2]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[3]](https://sustainability.iceland.co.uk/news/iceland-joins-amazon-and-the-climate-pledge-commitment-to-become-net-zero-carbon-by-2040/)
* Paragraph 2 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[2]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/)
* Paragraph 3 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[2]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[5]](https://www.solarpowerportal.co.uk/shawton-energy-joins-up-with-the-co-op-for-rooftop-solar/), [[6]](https://www.renewableenergymagazine.com/pv_solar/shawton-energy-joins-coop-framework-to-support-20250424)
* Paragraph 4 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[3]](https://sustainability.iceland.co.uk/news/iceland-joins-amazon-and-the-climate-pledge-commitment-to-become-net-zero-carbon-by-2040/)
* Paragraph 5 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[5]](https://www.solarpowerportal.co.uk/shawton-energy-joins-up-with-the-co-op-for-rooftop-solar/), [[6]](https://www.renewableenergymagazine.com/pv_solar/shawton-energy-joins-coop-framework-to-support-20250424)
* Paragraph 6 – [[7]](https://shawtonenergy.co.uk/shawton-energy-powers-up-plastic-packaging-manufacturer/)
* Paragraph 7 – [[4]](https://www.specialtyfood.com/news-media/news-features/member-press-releases/saltverk-is-officially-climate-neutral-certified/)
* Paragraph 8 – [[1]](https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/), [[3]](https://sustainability.iceland.co.uk/news/iceland-joins-amazon-and-the-climate-pledge-commitment-to-become-net-zero-carbon-by-2040/), [[5]](https://www.solarpowerportal.co.uk/shawton-energy-joins-up-with-the-co-op-for-rooftop-solar/)

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## Bibliography

1. <https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/> - Please view link - unable to able to access data
2. <https://grocerytrader.co.uk/shawton-energy-partners-with-iceland-to-accelerate-rooftop-solar-rollout-across-their-retail-estate/> - Iceland Foods Limited has partnered with Shawton Energy to install rooftop solar systems across multiple sites in its retail portfolio. The combined energy output of these installations will be up to 10MWp, enough to power approximately 3,000 UK homes, and will save 2,500 tonnes of CO2 annually. The first installations are at the Penny Lane store in Liverpool and the Queensferry Food Warehouse, with further sites planned in Coventry, Shrewsbury, Doncaster, Leicester, Waterlooville, Ellesmere Port, and Dover. Shawton Energy will design, develop, fund, and manage the rooftop solar PV systems through a long-term Power Purchase Agreement (PPA) model, allowing Iceland to access clean, on-site energy generation without initial capital outlay.
3. <https://sustainability.iceland.co.uk/news/iceland-joins-amazon-and-the-climate-pledge-commitment-to-become-net-zero-carbon-by-2040/> - Iceland Foods has become the first food retailer internationally to join the Climate Pledge, committing to be net-zero carbon by 2040, a decade ahead of the Paris Agreement’s goal of 2050. Signatories agree to measure and report on greenhouse gas emissions, implement decarbonisation strategies in line with the Paris Agreement, and neutralise any remaining emissions with additional, socially beneficial offsets to achieve net-zero annual carbon emissions. Richard Walker, Iceland Managing Director, stated, "We are delighted to be the first food retailer to join The Climate Pledge and commit to be net-zero carbon by 2040."
4. <https://www.specialtyfood.com/news-media/news-features/member-press-releases/saltverk-is-officially-climate-neutral-certified/> - Saltverk, the Icelandic sea-salt brand, has been officially Climate Neutral Certified. Since its inception, the brand has been carbon neutral, but in 2024, it made its climate neutrality official via the Change Climate Project. Saltverk was founded in 2011 and produces sea salt using an 18th-century method, hand-harvested using only geothermal energy and the pristine seawater of the remote Westfjords. The brand has been counterbalancing its emissions with carbon-offset purchases from Kolviður and the Iceland Carbon Fund.
5. <https://www.solarpowerportal.co.uk/shawton-energy-joins-up-with-the-co-op-for-rooftop-solar/> - Renewable technology developer Shawton Energy has signed an agreement with the Co-op group to support the rollout of rooftop solar PV across the retailer’s UK estate. Working with delivery partner Sol PV, Shawton Energy will design, develop, fund, and manage rooftop solar PV systems at key Co-op locations using a Power Purchase Agreement (PPA) model. This approach allows Co-op to benefit from clean onsite energy generation without the need for upfront capital investment. Jamie Shaw, CEO of Shawton Energy, praised the Co-op’s climate action plan and the protection against energy market volatility under this deal.
6. <https://www.renewableenergymagazine.com/pv_solar/shawton-energy-joins-coop-framework-to-support-20250424> - Shawton Energy has been appointed to a Co-op framework to support the rollout of significant rooftop solar installations across the retailer’s UK estate. The Co-op, one of the UK’s biggest food retailers with over 2,500 food stores, is committed to becoming a net-zero business. Working alongside delivery partner Sol PV, Shawton Energy will design, develop, fund, and manage rooftop solar PV systems at key Co-op locations through its Power Purchase Agreement (PPA) model, allowing Co-op to benefit from clean onsite energy generation without the need for upfront capital investment.
7. <https://shawtonenergy.co.uk/shawton-energy-powers-up-plastic-packaging-manufacturer/> - Duo UK, a plastic packaging manufacturer, has invested in a large-scale rooftop solar installation from Shawton Energy as part of its ‘Pact for the Planet’ initiative. The fully funded commercial installation, comprising 1,042 solar panels and 12 inverters, will be installed over a six-week period and generate 504,070kWh of energy annually. This will save the 36-year-old packaging company approximately 106,799kg of carbon each year, equivalent to 66 plane journeys from Manchester to Australia. Jamie Shaw, MD of Shawton Energy, stated, "Businesses are increasingly looking for ways to make their operations more sustainable and reduce carbon, and we’re proud to be supporting Duo UK in their quest for cleaner, greener energy."